

Creative Placemaking

The Heart of a Healthy City

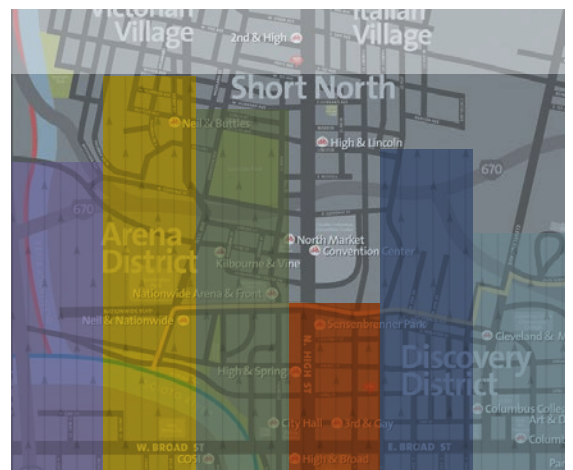
In collaboration with the 2016 Barnett Symposium.

DEPARTMENT OF
DESIGN The Ohio State University.

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design.osu.edu/show/HealthyCity



CONTENTS

We are six design graduates focused on identifying the heartbeat of the contemporary city.

Bringing our diverse backgrounds together, we investigated the transportation system of Columbus with a goal of rethinking, promoting, and proposing a healthy city. Our goal is to reframe how people think about transportation, how they use public space, and their experiences of mobility.

As Bruce Mau states in *Massive Change*, "It's not about the world of design, but the design of the world." Columbus desperately needs to change how we use transportation and we believe design is the most valuable force to begin this evolution.

We show 50 great ideas to start the conversation about how Columbus can be a healthy city. To do this, we have to change our city's culture by challenging our obsession with the automobile.

Let's take the lead.

To learn more about *Creative Placemaking, The Heart of a Healthy City*, visit:

<http://artsandsciences.osu.edu/news-events/events/creative-placemaking-department-design-barnett-symposium>

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LEGEND



**Foot
Transit**



**Bike
Transit**



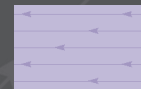
**Car
Transit**



**Mass
Transit**



**Speculative
Transit**



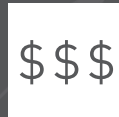
**Public
Space**



Level of Impact

Each idea presented comes with some amount of change. The level of impact is indicated by the number of people influenced.

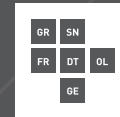
- 1 Small effect**
- 2 Mid-range effect**
- 3 Vast effect**



Cost

We recognize that many changes have an associated cost. The lower cost ideas are more easily implemented to encourage change in the near future, whereas those associated with a high cost are imagined as a long term project.

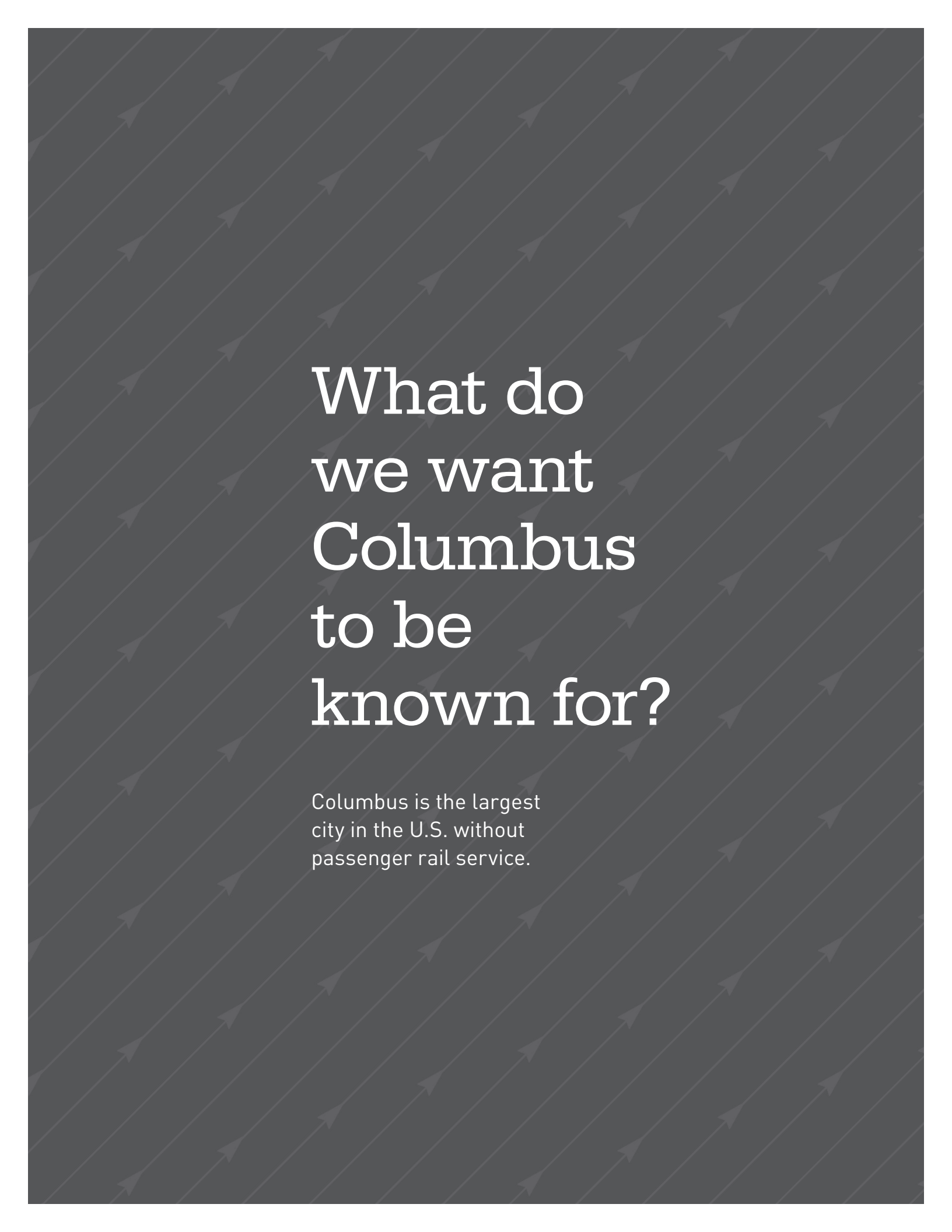
- 1 Low Cost**
- 2 Moderate Cost**
- 3 High Cost**



Neighborhoods

We identified six key neighborhoods that could be most affected by changes in culture, priority, or a new transportation system. Each location has a unique identity and has a population that would support these changes.

- GR Grandview**
- SN Short North**
- FR Franklinton**
- DT Downtown**
- OL Olde Towne East**
- GE German Village**



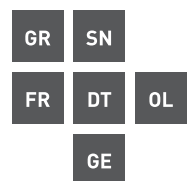
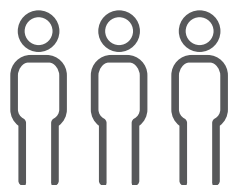
What do we want Columbus to be known for?

Columbus is the largest
city in the U.S. without
passenger rail service.

1

EXPRESS BUS SYSTEM

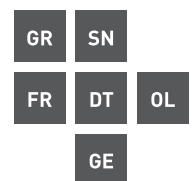
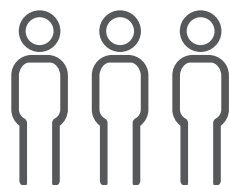
Connect neighborhoods with speed and efficiency. Efficient bus routes, avoiding heavy traffic areas, deliver passengers from external hubs to stations in high population areas. Train-like hubs collect payment and provide safe, comfortable waiting area. Hubs also host pop-up service businesses for the convenience of passengers.

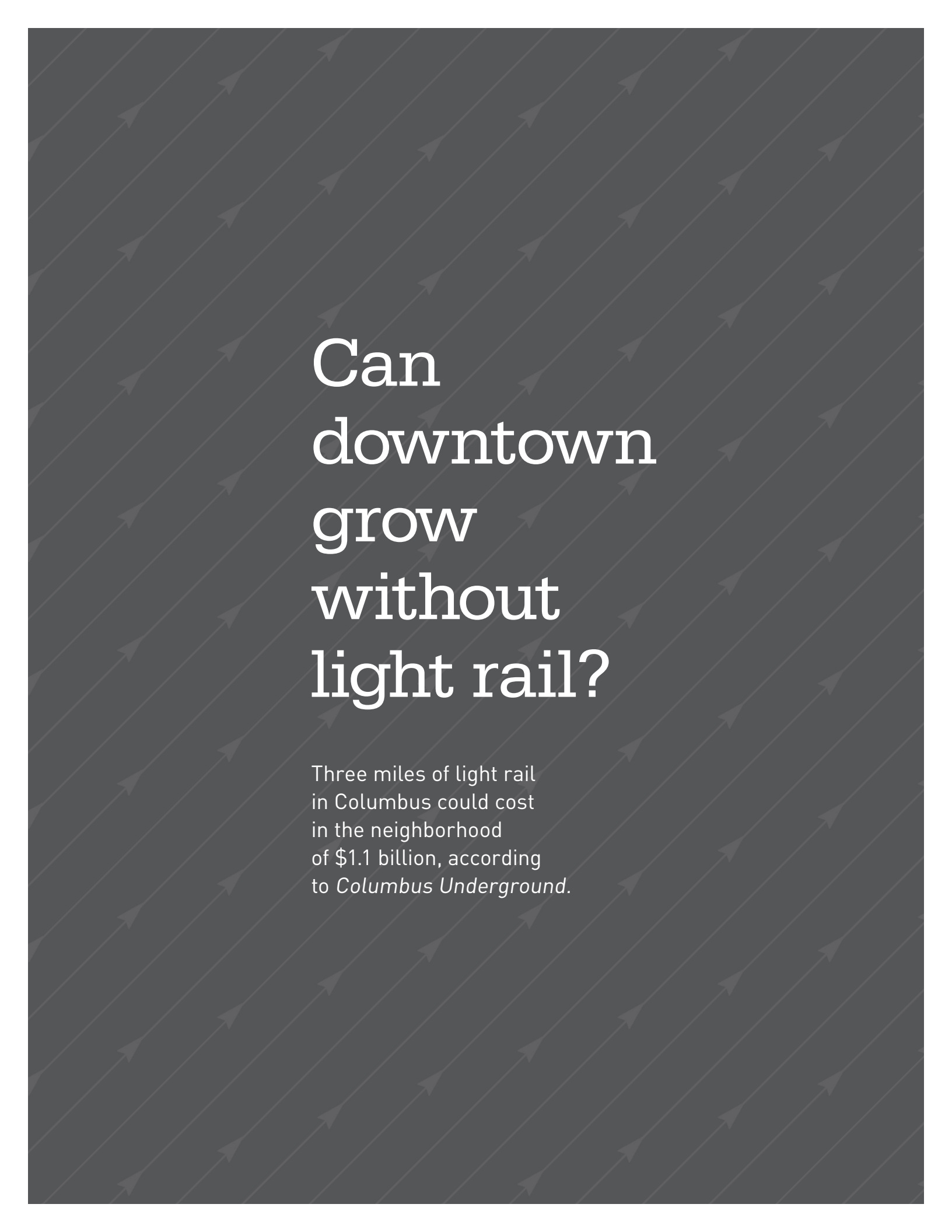


2

LIGHT RAIL

Connect outer suburbs to downtown. Place hubs near plazas for speed and efficiency. Hubs must support all transportation systems to provide door-to-door service. Trains run 24/7 to increase access to nighttime events and service workers.





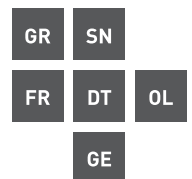
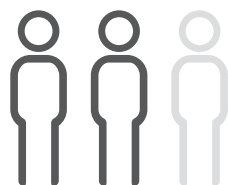
Can downtown grow without light rail?

Three miles of light rail
in Columbus could cost
in the neighborhood
of \$1.1 billion, according
to *Columbus Underground*.

3

BIKE-FRIENDLY BUSES

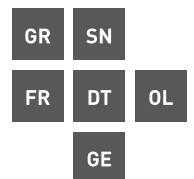
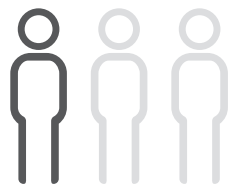
Tag-team transit types. Upgrade buses to support increased bike ridership. Outfit buses with high capacity, secure bike racks. Rain or shine transit can help transit.



4

BIKE PARKING

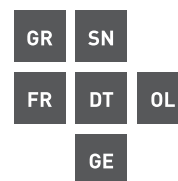
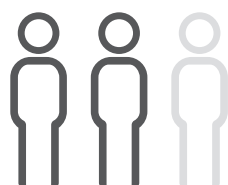
Bus stops need bike racks to support the bike-friendly buses.
Design racks to reflect the culture of the neighborhood.
This connects people to areas throughout the city with
ease and flexibility.



5

LEISURE BIKE RENTALS

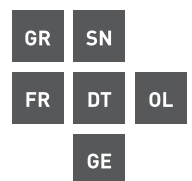
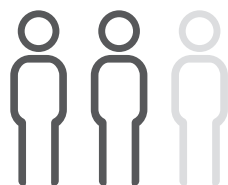
Include leisure rental fee tiers into current rental services to support residents and tourists who like to explore. Prepay for rentals in 30 minute increments, similar to a parking meter. Rentals support the commuting patron while providing options for those looking for leisure.



6

CARPOOL PROMOTION

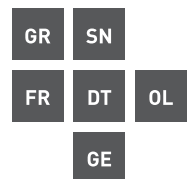
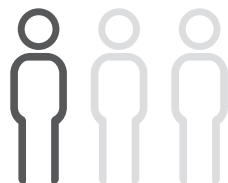
Buddy-up! Incentivize carpooling to work or other services. Reward dedicated carpoolers with promotional gift cards, discounts, and freebies redeemable at participating stores.

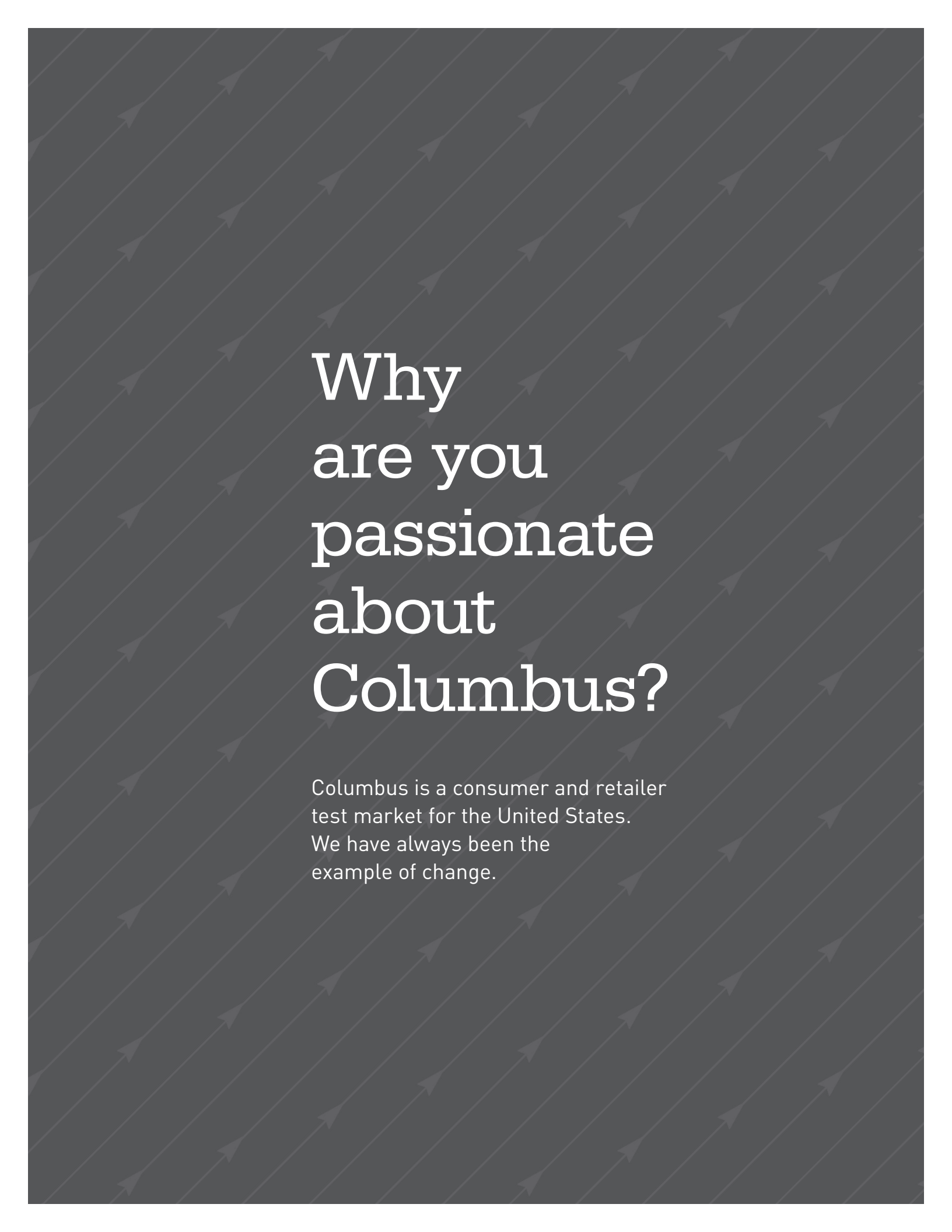


7

STEP COUNT REWARDS

Sponsor local competitions to motivate walking. Participants with the highest total monthly step counts receive gift cards and discounts to local shops and restaurants.





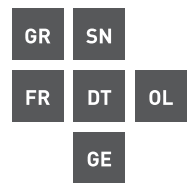
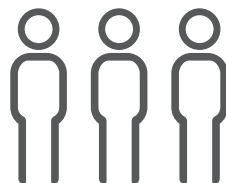
Why are you passionate about Columbus?

Columbus is a consumer and retailer
test market for the United States.
We have always been the
example of change.

8

NO-CAR TAX CREDIT

Get paid by the government when you don't own a car! With the new no-car tax credit, city residents can potentially reduce tax due on their Ohio state tax return.

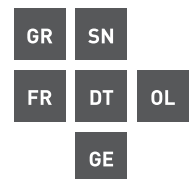
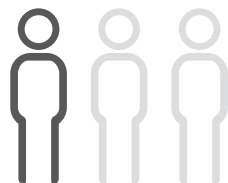


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SKY GONDOLA



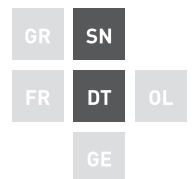
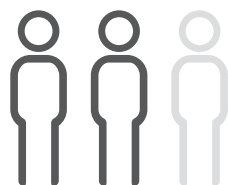
Take a ride in the sky! Enclosed capsules transport people in rain, sleet, or snow! Ride from campus to German Village, or hop off at Nationwide Arena. A second system of paths connects parking garages the I-270 loop to the downtown transportation hubs.



10

SIDEWALK TENTS

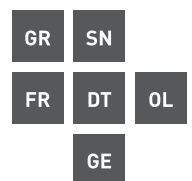
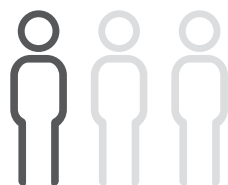
Extend restaurants and shops onto heated sidewalk tents. A summer-like experience is just what everyone needs during the gray of an Ohio winter.



11

RETAIL EXTENSION

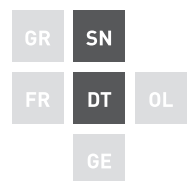
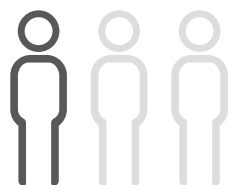
Expand climate controlled structures that allow residents and visitors to shop along the sidewalk in comfort year round. Amenities along the extension routes supply drink stations, dining spots, coffee shops, and stops for sweet treats.



12

PIEZOELECTRIC WALKWAYS

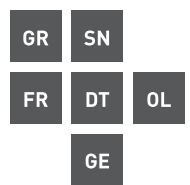
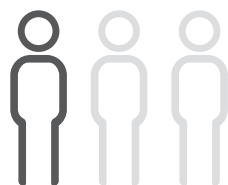
Add a spark to your street! Generate electricity by the people moving on these walkways. The paths light up as you walk across the tiles. With each trip, see how much electricity your community is producing.



13

POP-UP RETAIL & DINING PARKS

Take over an empty lot, a strip of sidewalk, or community space. Allow short-term retail, grocery, and dining. Throw in a few picnic tables, meet some new people, and call it a party.





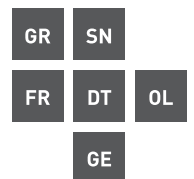
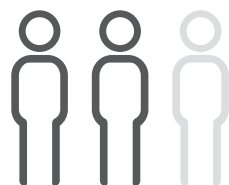
Do you talk to your neighbors?

One third of people in the U.S. have
never interacted with their neighbor.
City Observatory, 2015

14

STREET FESTIVALS

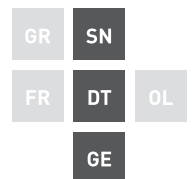
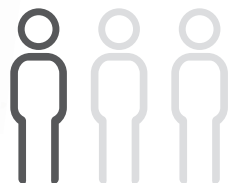
With the freedom afforded by partial road closures, the street festival culture has never been more vibrant. Diverted traffic runs through nearby roads that can handle the increased traffic flow. Roads are multi-use and are for all types of traffic: people, cars, bikes, and mass transit.



15

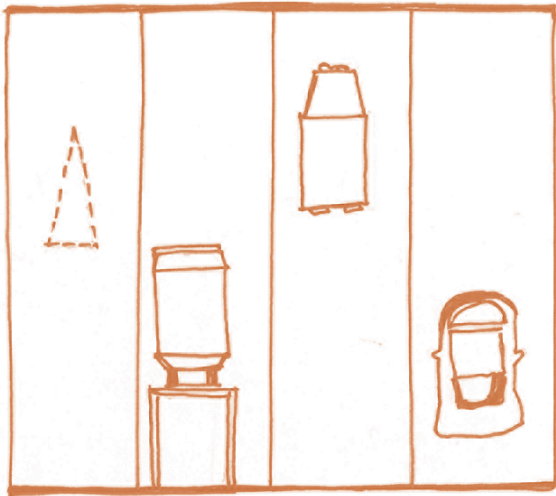
COLUMBUS WALKING TOURS

Self-guided podcast walking tours take residents and visitors alike through the vibrant neighborhoods, while providing historical background. Listeners are guided through the best routes. Beacons at landmarks activate when listeners are nearby to highlight different historic and entertainment centers.

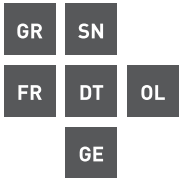
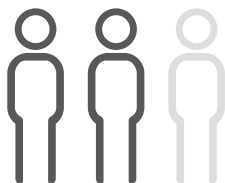
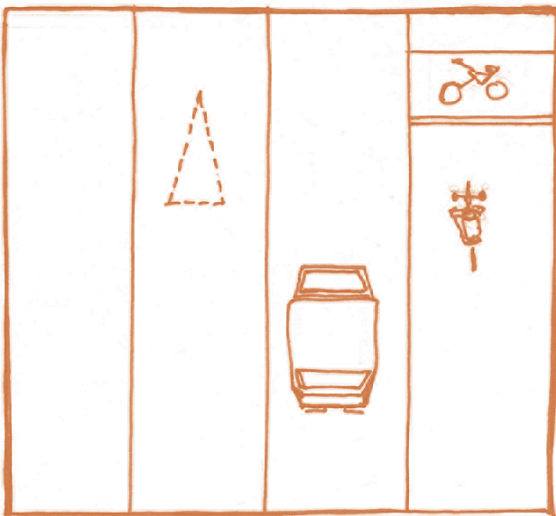


16

RE-PORZIONING ROADWAY LANES



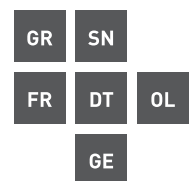
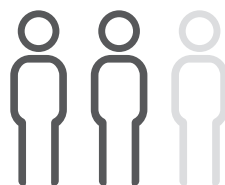
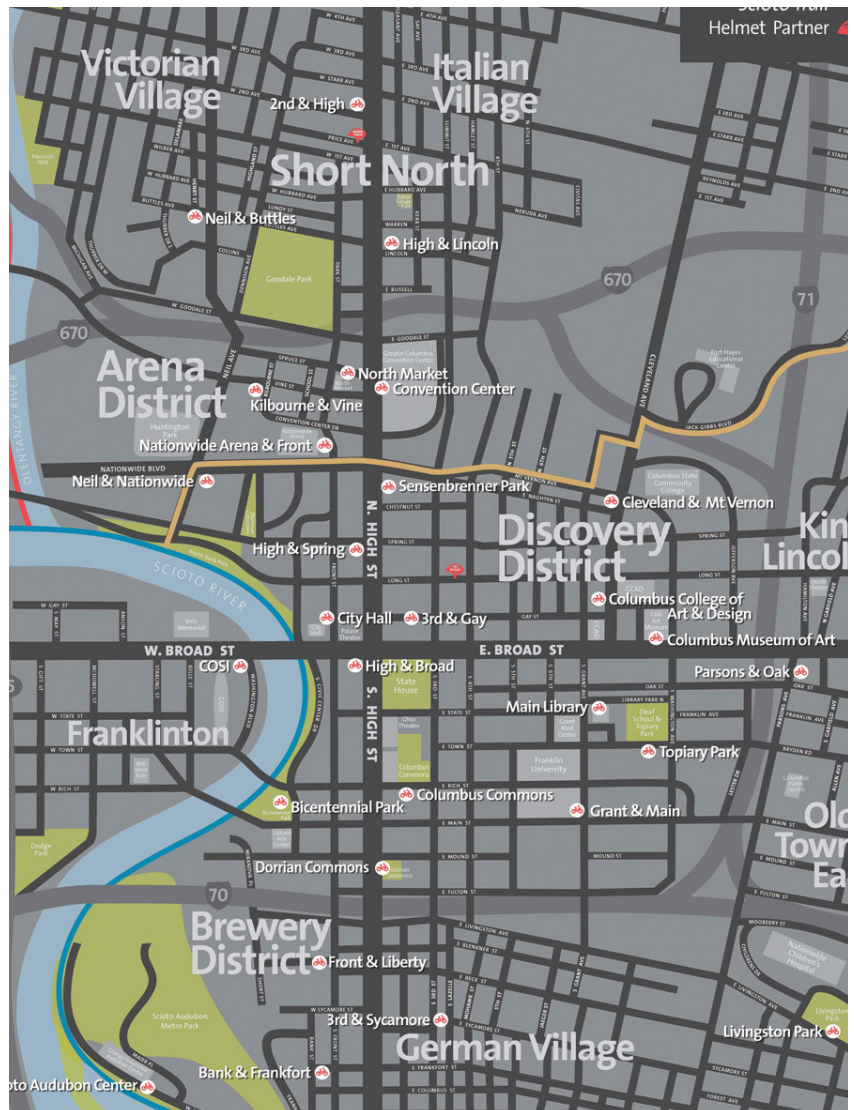
Rework major roadways to sustain both car and heavy bike traffic. Add smart traffic lights that dynamically maintain traffic flow despite the reduction in car lanes.



17

DETAILED MAPS

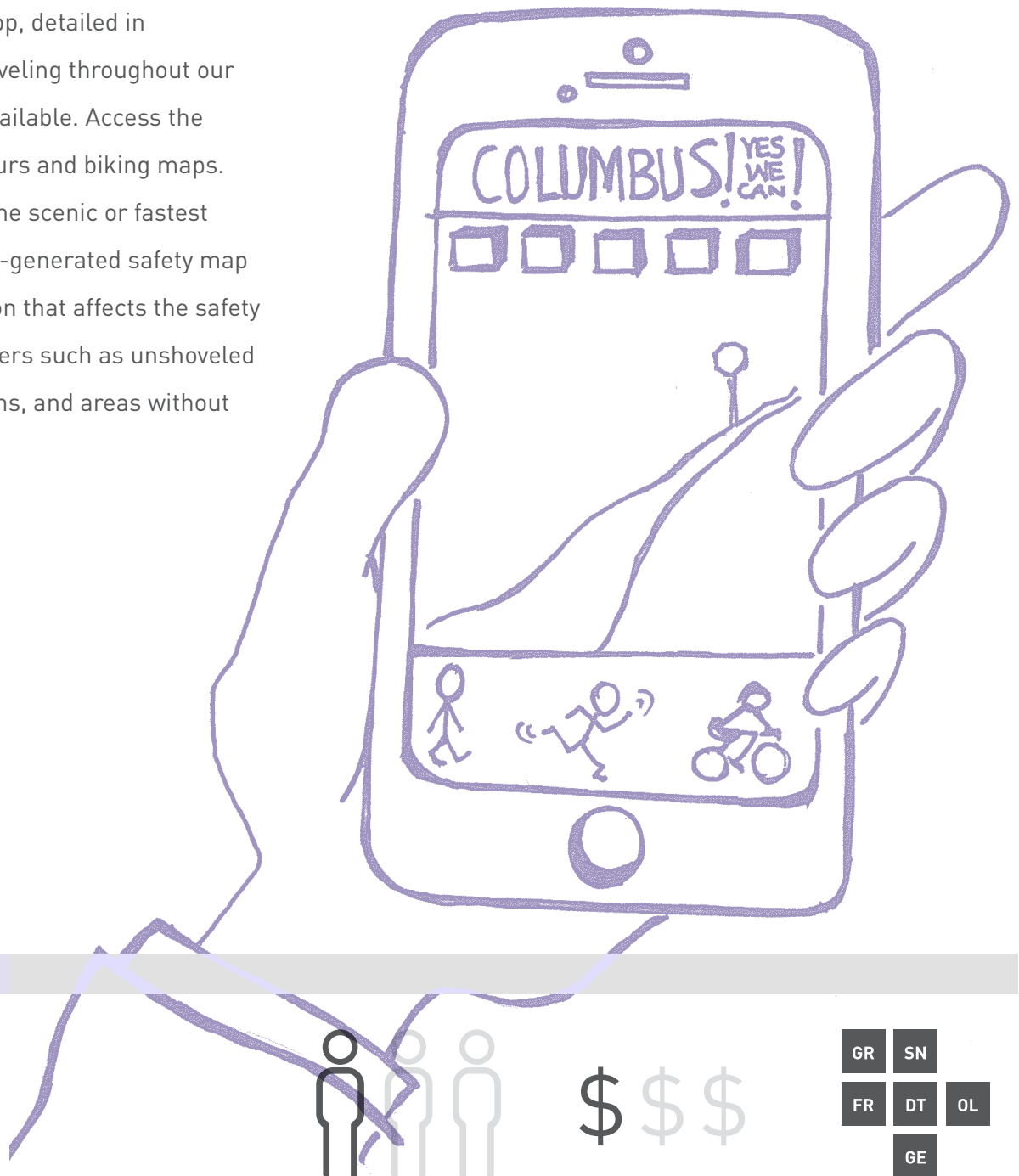
Balance is an art. Easy-to-access but rich in detail is critical for well-used and well-loved walking and biking maps. Indicate routes by difficulty, historic areas, and sightseeing. Maps also must show where the routes cross, where services like restrooms and showers are located, and where bike stations and bike repair spots can be accessed. Make them available and searchable online, through the city app, and in print throughout the city.



18

COLUMBUS APP

Make a new city app, detailed in information on traveling throughout our neighborhoods, available. Access the walking routes, tours and biking maps. Plan trips to find the scenic or fastest routes. Add a user-generated safety map to show information that affects the safety of walkers and bikers such as unshoveled paths, icy conditions, and areas without street lights.

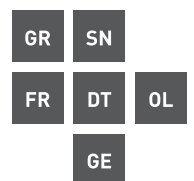
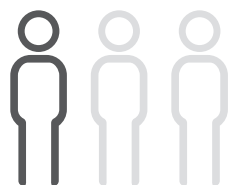


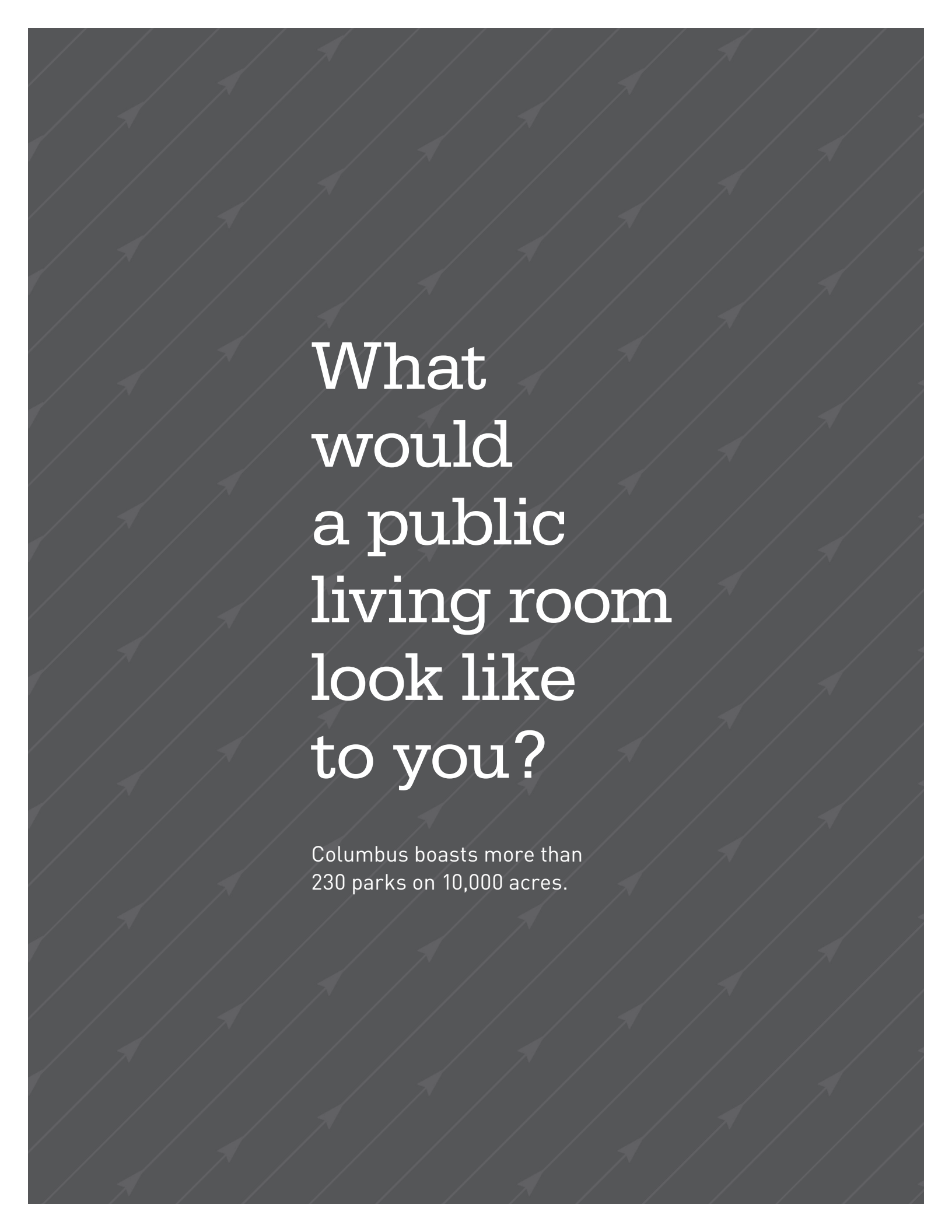
19

MICROPARKS

Small parks scattered throughout the city take over underused parking spaces to bring communities together. Microparks are permanent street-side gathering places. Microparks are temporary dining experiences. They become a quick rest, a community garden, or a book exchange. They bring life back outside and on to the streets.

They are community owned and maintained. Enhance retail and food services by partnering with these spots to host gatherings. People are the focus of these parks; cars divert around these landmarks. These small spaces activate the community and bring life to underutilized places.





What
would
a public
living room
look like
to you?

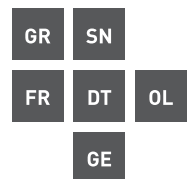
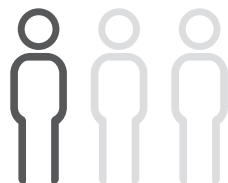
Columbus boasts more than
230 parks on 10,000 acres.

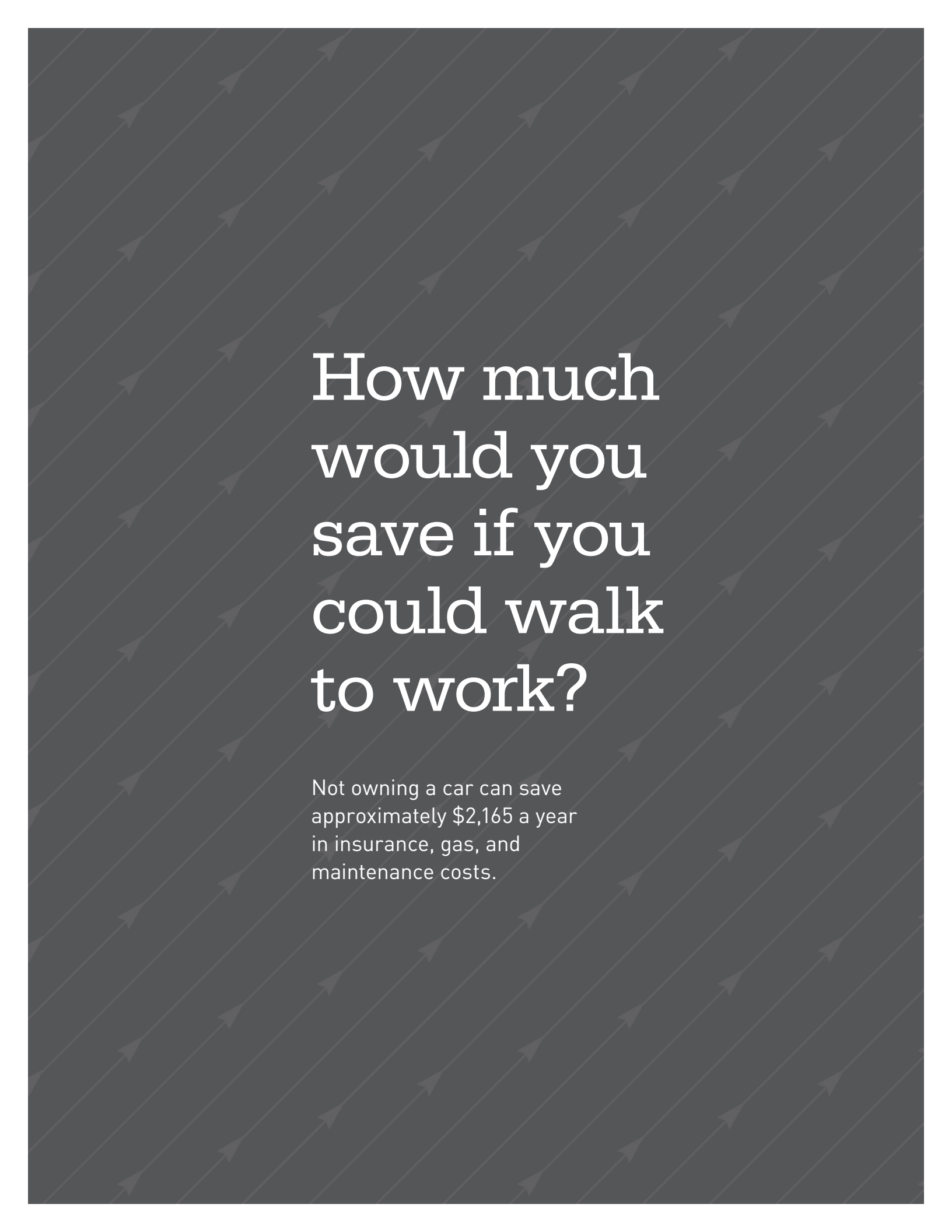
20

“COULD I WALK?” CAMPAIGN



An information series to encourage walking. The campaign focuses on short distance walks and aims to shift perspective of how much time or effort is required to walk to local services. “Could I Walk?” helps communities realize how many services are walkable.





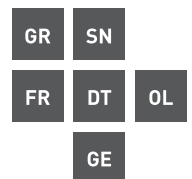
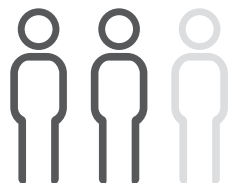
How much would you save if you could walk to work?

Not owning a car can save approximately \$2,165 a year in insurance, gas, and maintenance costs.

21

PATHWAY SIGNAGE

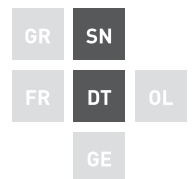
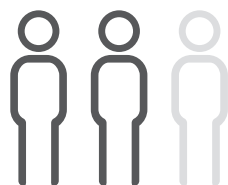
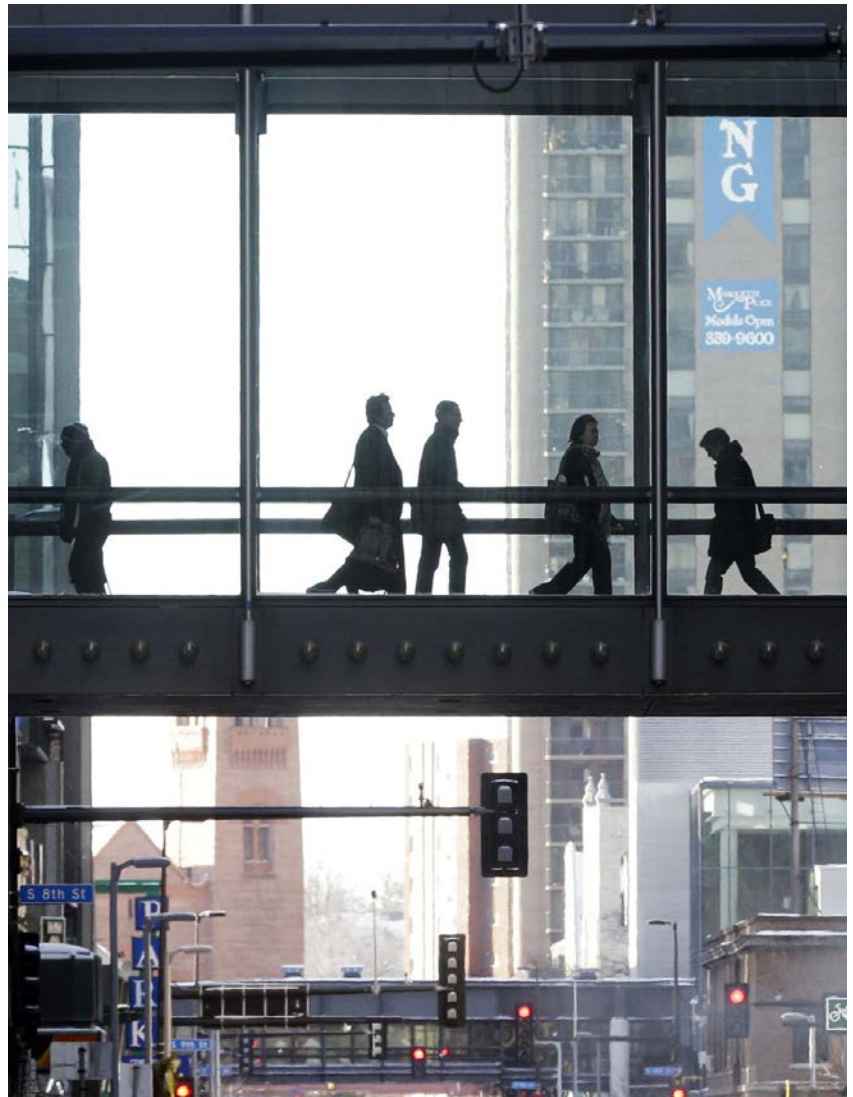
An extensive network of walking and biking path signage keeps travelers informed on what is nearby. Signage along the paths indicate nearby amenities, restaurants, microparks, retail, and approaching trail connections. The digitized signs are visible day and night and provide location assistance.



22

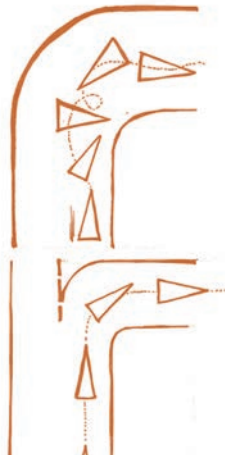
DOWNTOWN ELEVATED WALKWAYS

Elevated, moving walkways move high densities from building to building with ease in a downtown. Improve the typical airport moving sidewalks to keep you warm, dry, and moving quickly. Position them a few stories above the sidewalk for a great view of the city.

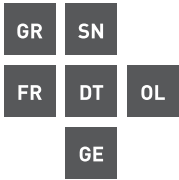
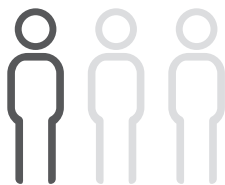


23

TIGHTER TURN RADIUS



Alter roads to have tighter turn radii. Slower traffic means safer traffic. Add a protected bump-out to give pedestrians more confidence at intersections. This reduces the chance of accident or pedestrian injury.

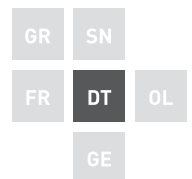
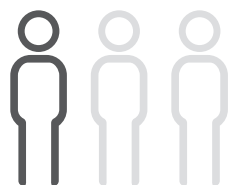


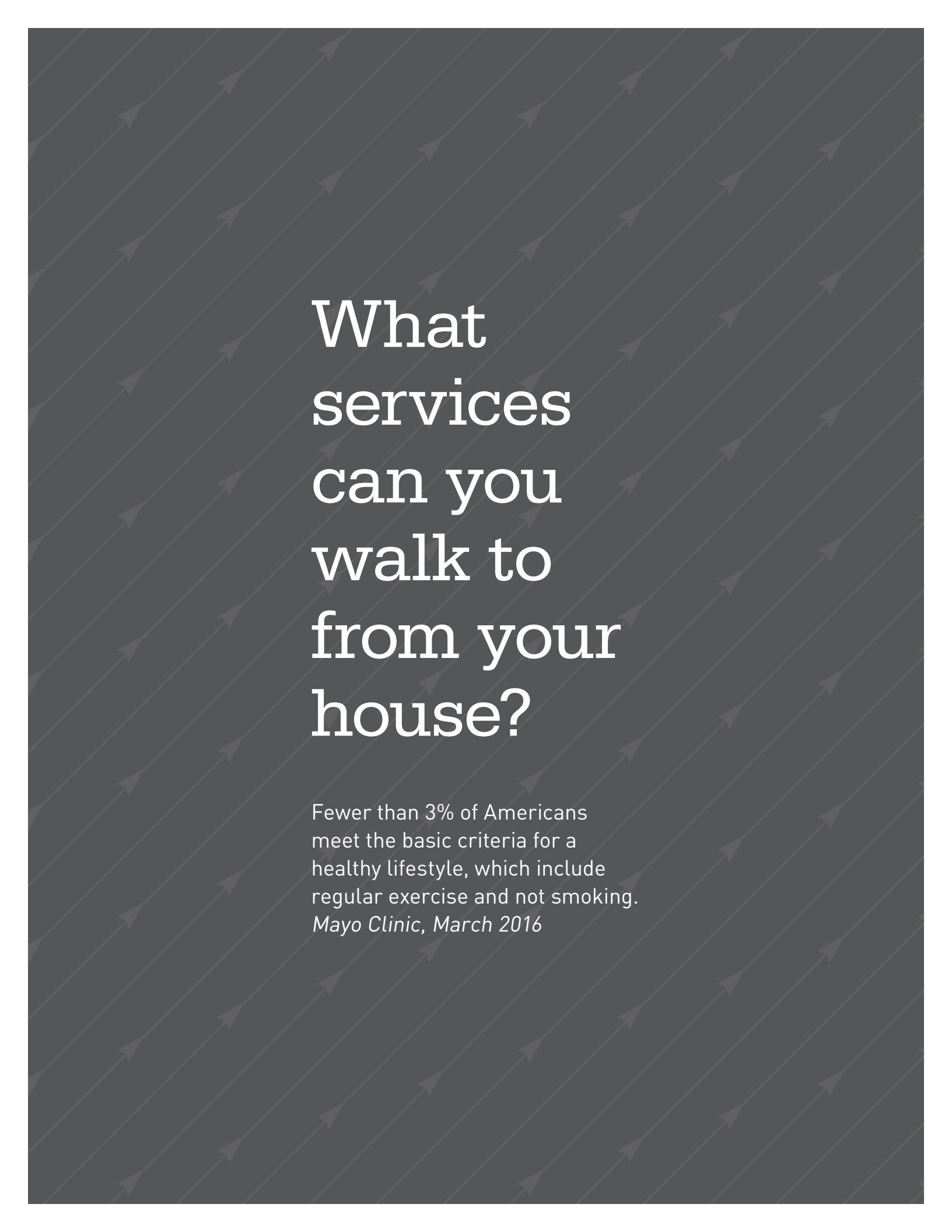
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PEDESTRIAN MEDIANS

Multi-lane roadways need pedestrian medians. They are a resting spot and safe zone when crossing isn't possible.

The use of pedestrian medians bring increased sense of safety to all travelers.



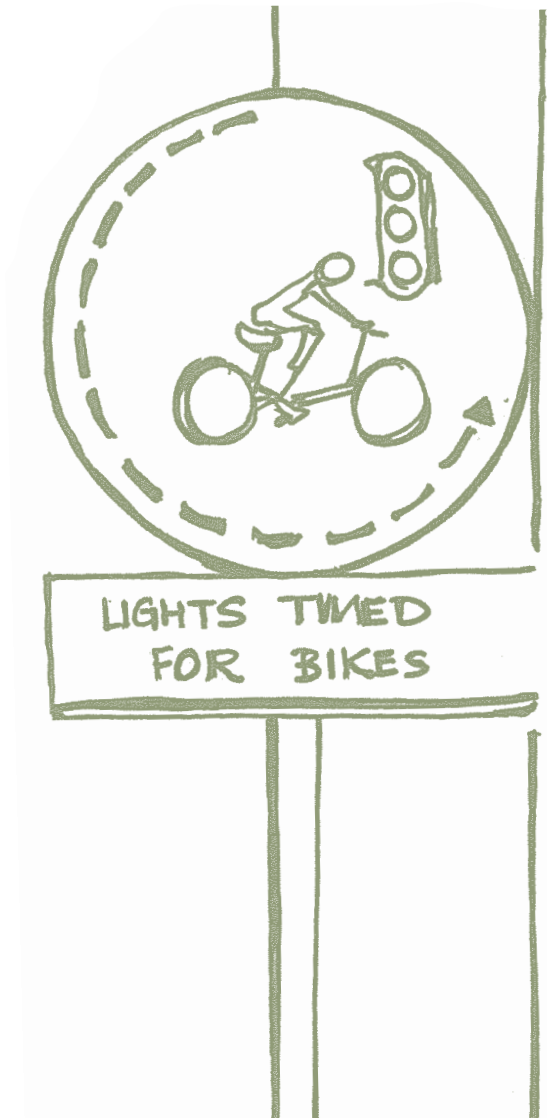


What services can you walk to from your house?

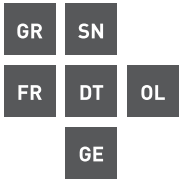
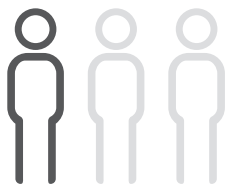
Fewer than 3% of Americans meet the basic criteria for a healthy lifestyle, which include regular exercise and not smoking.
Mayo Clinic, March 2016

25

GREEN WAVE

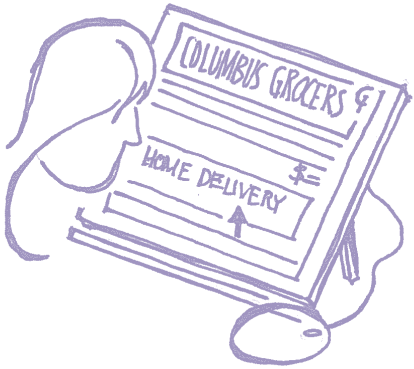


Protect bike traffic with a painted green pathway. It becomes a visual buffer that signals to drivers that traffic lights are timed to riders, not drivers- another nudge in the right direction.

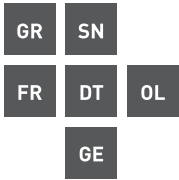
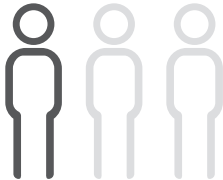
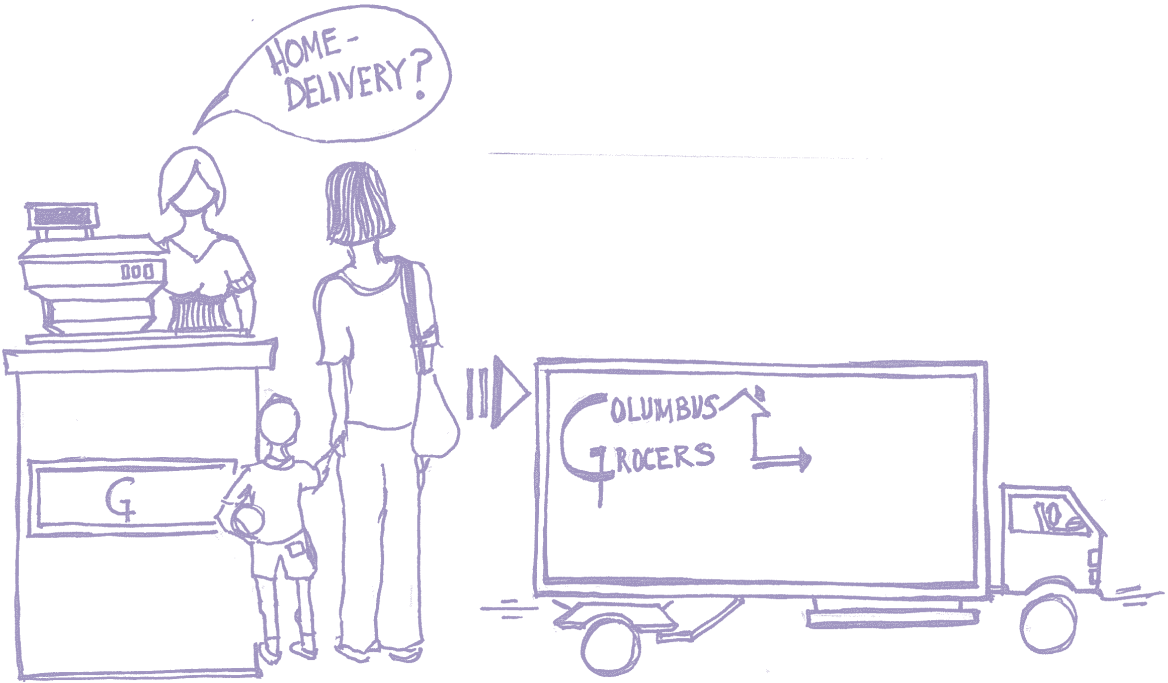


26

RETAIL DELIVERY SERVICE



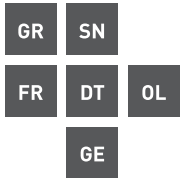
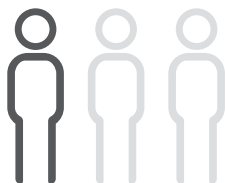
Don't worry about running home to put the ice cream away. Use to-home delivery services. Whether you shop online or in-store, this service lets you reduce trips, be efficient with your to-do list, and utilize efficient transportation options.




27

EXPAND BIKE TRAILS

The interconnection and expansion of bike trails improves bike use in the city and decreases car traffic. Bright lighting along the paths and the digital information signs create a safer route for traveling at all times.





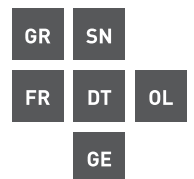
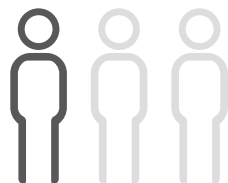
Can you bike safely from your house to the store?

Cyclists can move faster
than cars during rush hours.

28

BIKE LOCKBOXES

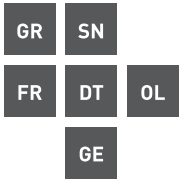
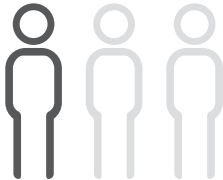
Equip rental bikes throughout the city with small lockboxes or bungee straps to secure bags when traveling. The addition of these bike accessories support people using the rental bikes to run errands, shop, travel to work, or make a quick drop-off.



32

WIN IT & RIDE

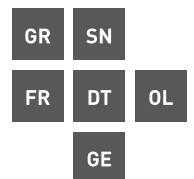
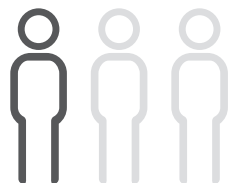
Develop a "Win It" promotion for the chance to win a new bike. Residents register for fitness-based contest. Participants who reach 4 million steps are entered to win a free bike voucher.



29

SERVICES-TO-YOU

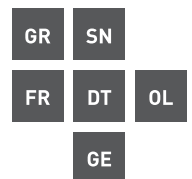
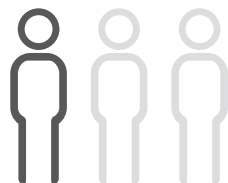
Near work or home, find the best spot in the neighborhood and bring the favorite services to the people. Modified trucks carry service venues like barber shops, pet grooming, nail salons, farm markets, yoga studios, dry cleaning, and tailoring to the community. Parking spaces become service spots. Scheduled on an online calendar that lets the residents know when and where.



30

BIKE LOCKERS

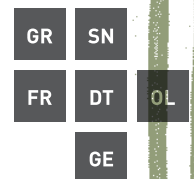
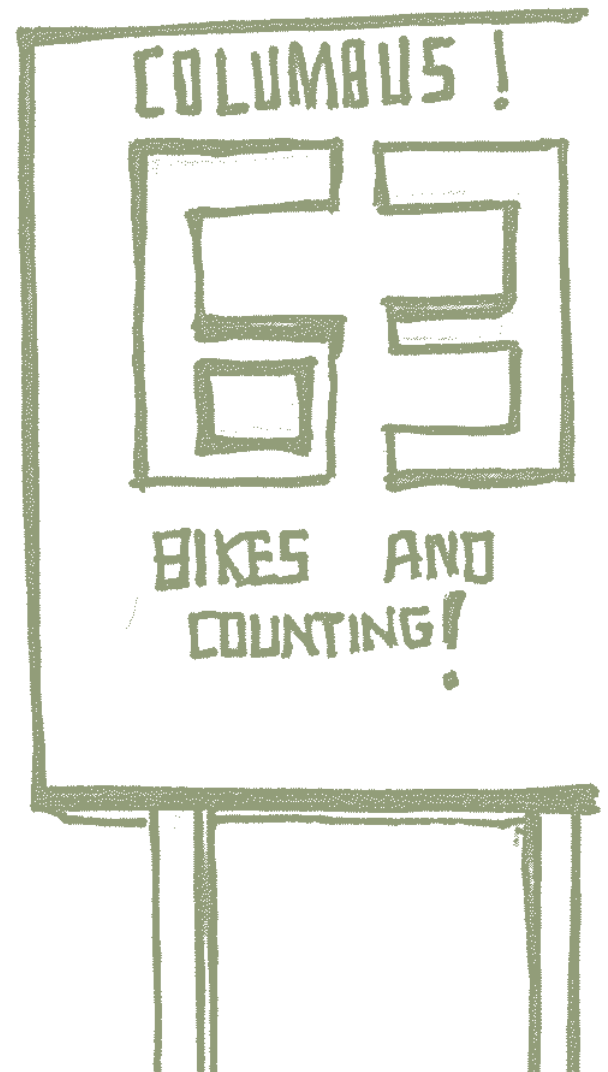
More riders means more bike parking. In addition to bike racks, install bike lockers across the city to secure riding equipment.



31

BIKE COUNTER MONUMENTS

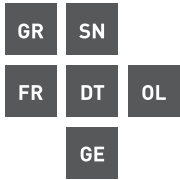
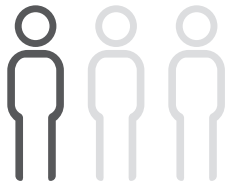
Install large digital signs along major bike paths to track daily and monthly bike ridership, inform riders on weather, and daily information. These monuments encourage ridership by raising rider awareness, promoting a bike-friendly travel, and providing leaders with quantitative data on city bike use.



33

CHEAP BIKES

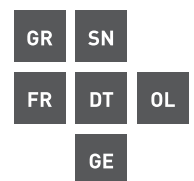
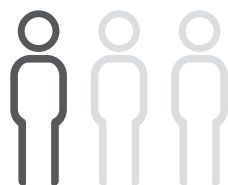
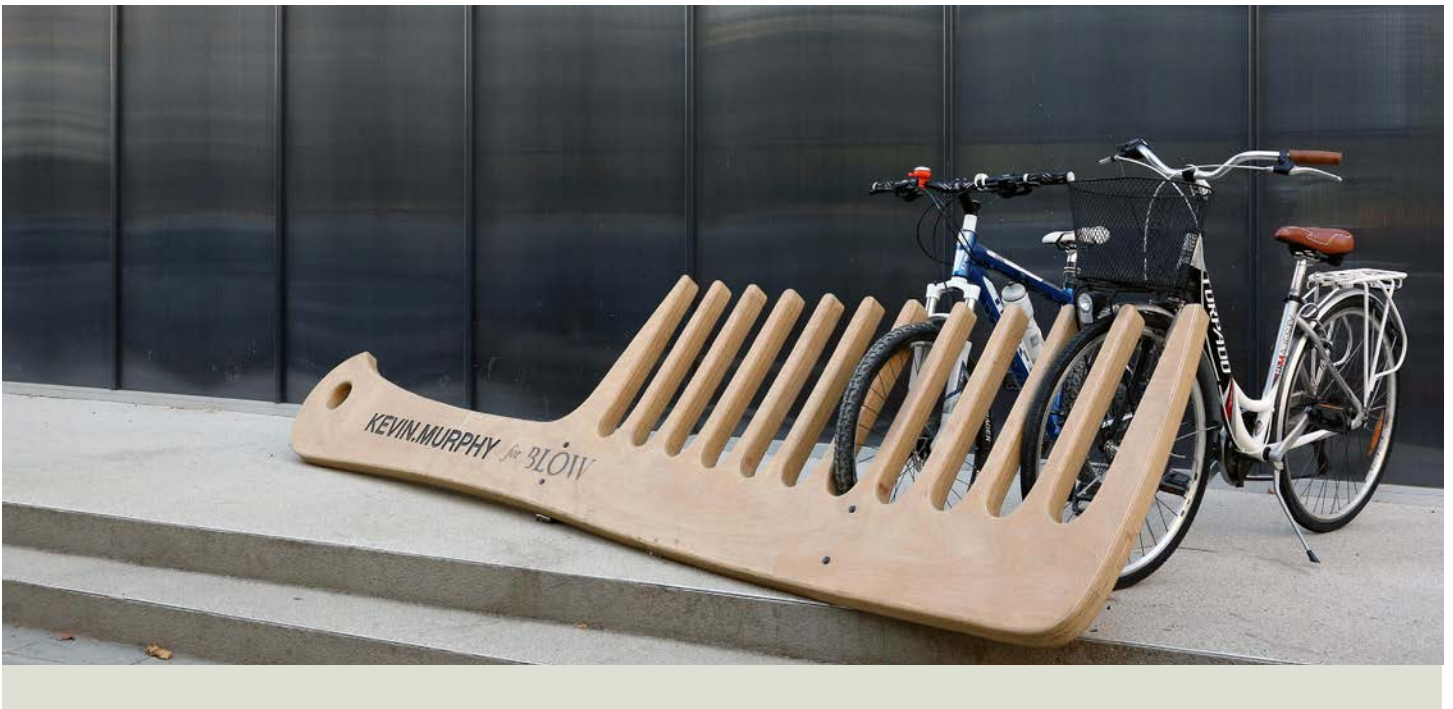
Sell quality low-cost bikes. Flood the city with affordable bikes making it an accessible transportation option.



34

FUN BIKE RACKS

Art makes Columbus. Neighborhoods come alive with bold, graphic, and uniquely designed bike racks. Iconic installations by local artists and designers express what makes the neighborhoods of Columbus unique with individual flair.

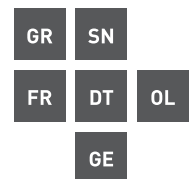
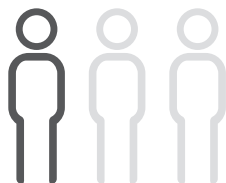


35

ACCESSIBLE SHOWERS



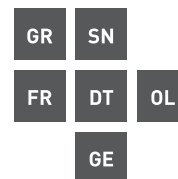
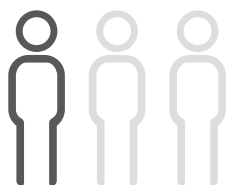
Collaborate with local gyms, and open up shower stations along bike trails. Showers make bike travel to work hassle-free. Post information signs along the trails. Allow open access to these stations.



36

STATUS OF OUR CITY

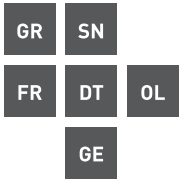
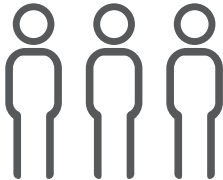
Throughout the city, install , like ridership numbers and pollution. The interactive displays includes people in the mission of creating a healthier city.



37

BRANDING NEIGHBORHOODS

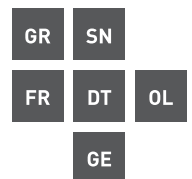
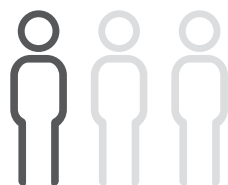
All neighborhoods need a memorable brand to showcase their uniqueness. The identities spark interest and builds ownership among the residents. Regardless of who you are, you want to know where you are.



38

NEIGHBORHOOD WALKING CAMPAIGN

Define walkable moments within each neighborhood. Campaigns work to shift perspectives and help communities evolve from a driving culture to walking or biking.

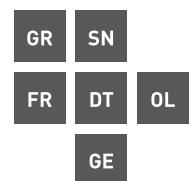
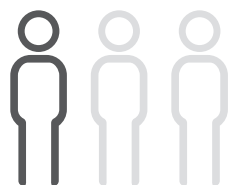


39

METHANE THRUST

Being a “cow town” is in our roots. Install methane collection devices on dairy barns, renewable energy for fueling the city’s fleet.

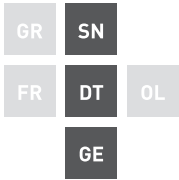
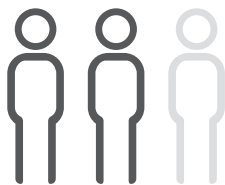
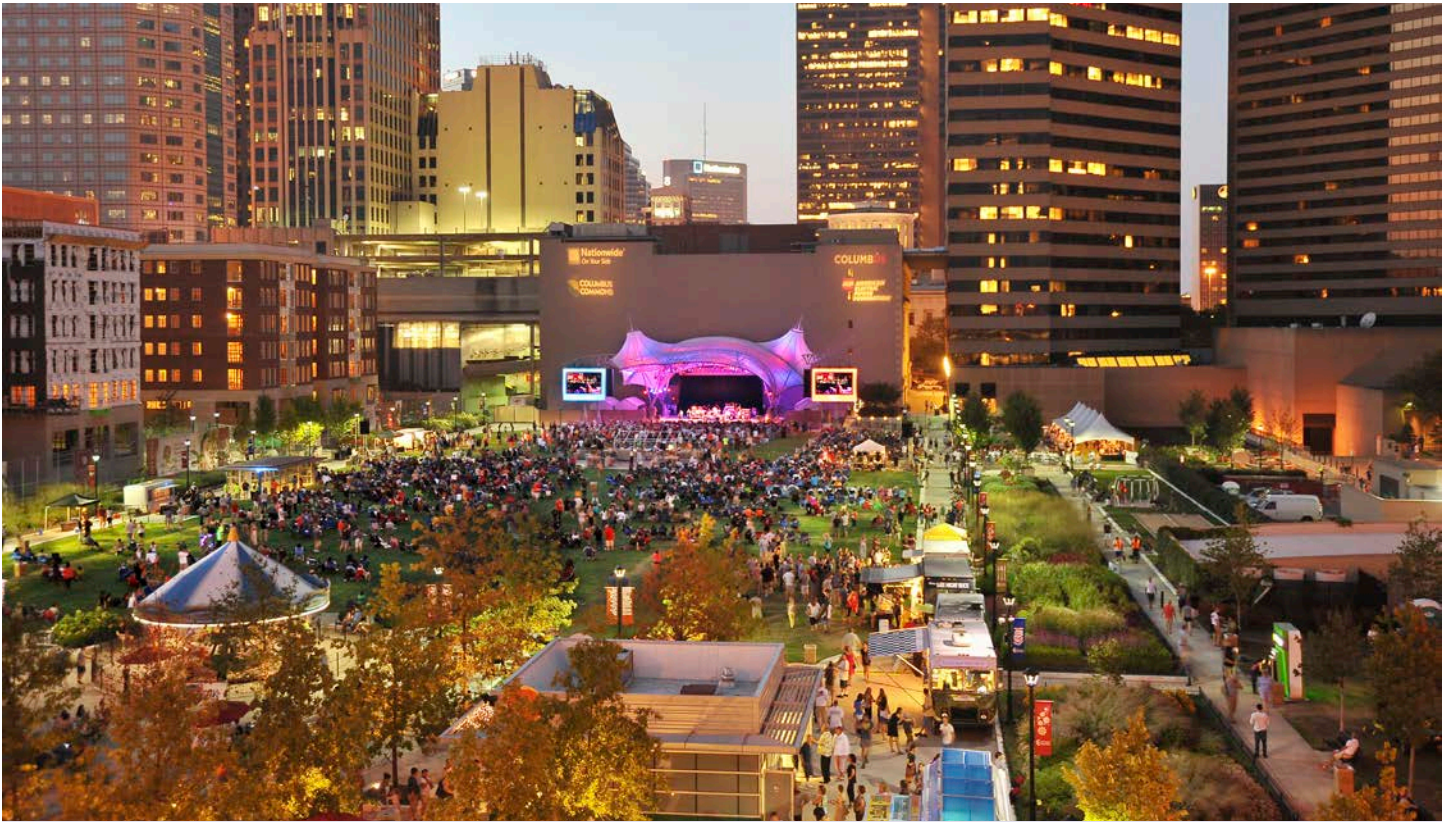
Rolling out on select bus lines, cows are mounted directly on the back the bus on a specially designed cow-pad trailer. Collect methane directly from the cows which supplements fuel consumption in real time.

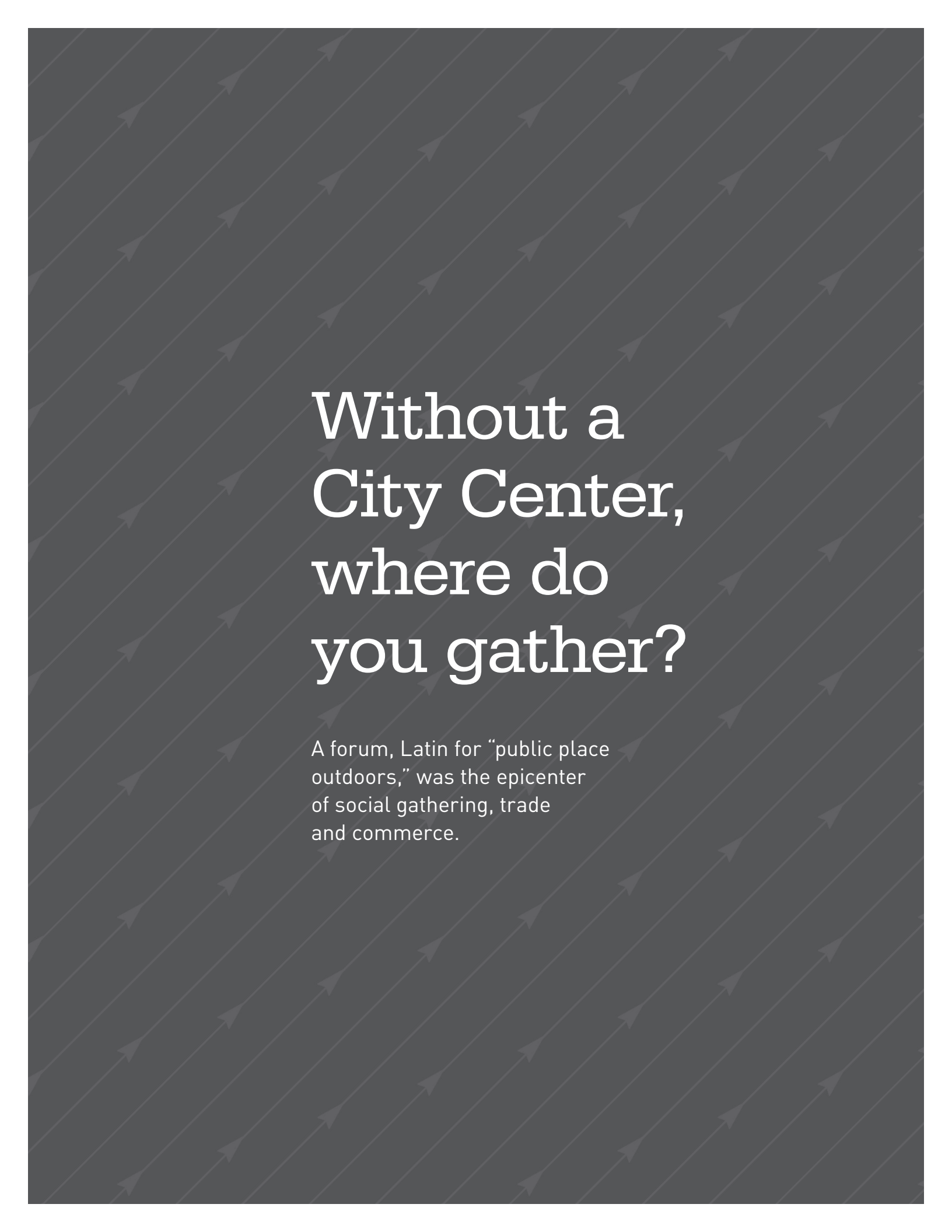


40

THE PLAZA

Plazas are strategically located in neighborhood centers so residents can easily walk or bike to the events, reducing car traffic. These zones, no bigger than 300' in any direction, are designed to host the Service-to-You trucks, food truck festivals, and other community events.





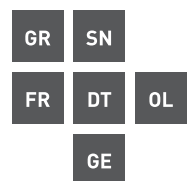
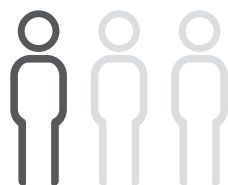
Without a City Center, where do you gather?

A forum, Latin for “public place outdoors,” was the epicenter of social gathering, trade and commerce.

41

WI-FI HUBS

A healthy city is informed. Wi-fi hubs, co-sponsored by the local organizations and the city, are located throughout each neighborhood. When the hot spot is accessed, home screen displays nearby mass transit, community information, news, and local activities to encourage involvement.

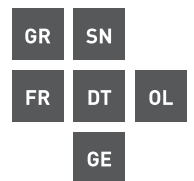
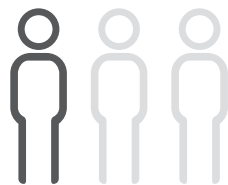
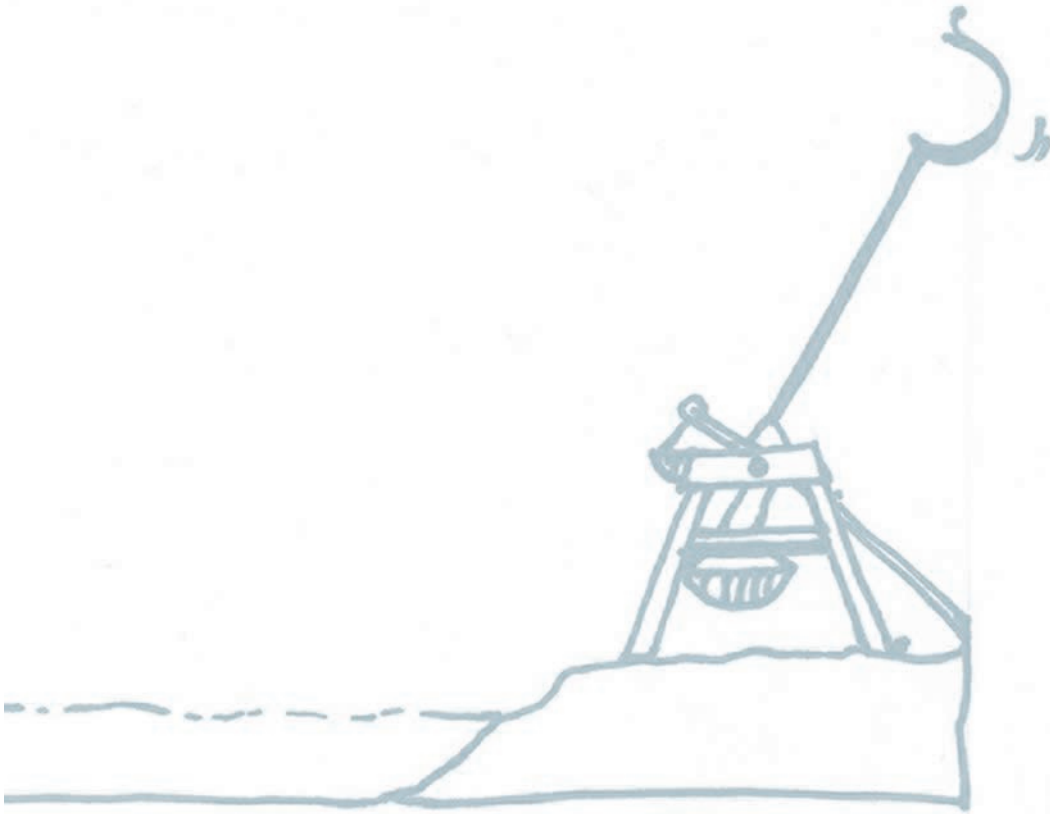


42

HUMAN TREBUCHET



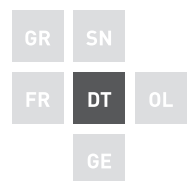
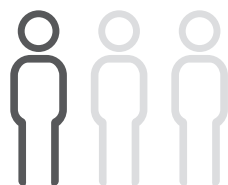
As the bird flies... A human catapult is the best way to quickly move between neighborhoods. No more waiting for the bus, sitting in traffic, or dodging cars. Hook into the catapult's harness to experience the future in travel.



43

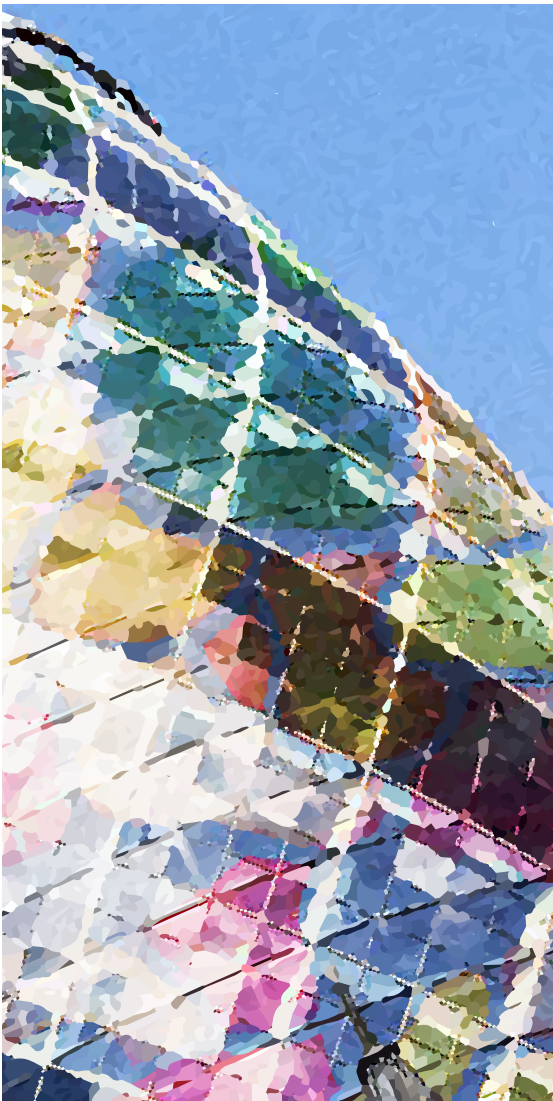
JUMP TO COSI

Link COSI to Downtown's Scioto Mile park in an unforgettable way. From May to September, trampolines are placed across the river to allow people to bounce from one trampoline to another. Energy collected by the bouncers powers lights along the pathway. Access to floating hamster balls are also available to experience walking on water.

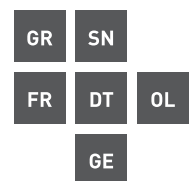
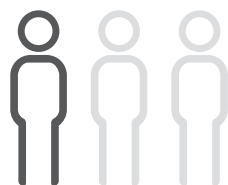


44

GLASS SLIDES



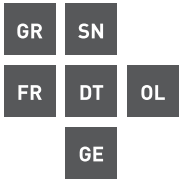
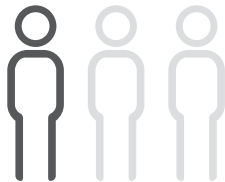
Is the glass half full, if you're sliding down it? Office workers can use one of many glass slides to leave work. Quickly move from the 40th floor to happy hour, like a falcon diving down on its prey.



45

BIKE TOURS

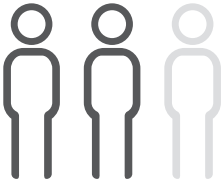
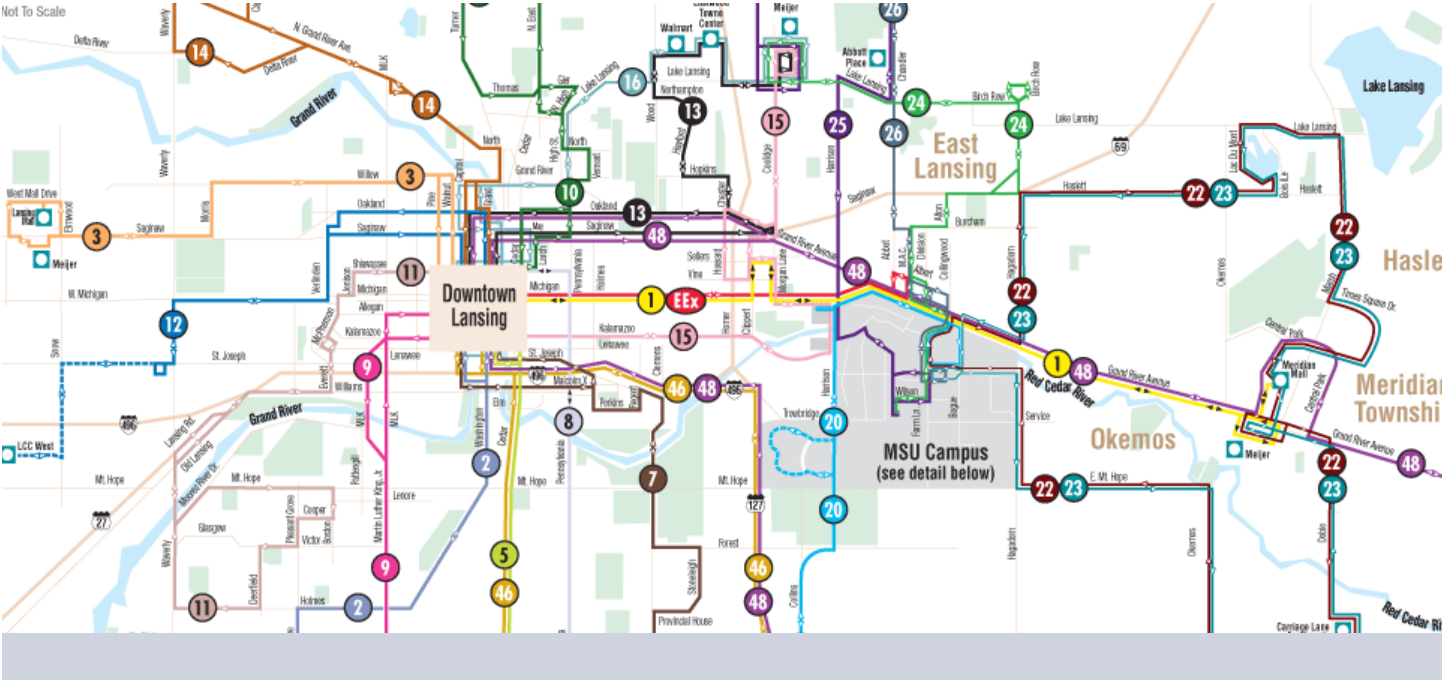
Bike & Brew. Parks & Pedals. Provide a variety of tours that take riders through our diverse neighborhoods. Group rides increases bike density and encourages safety. Tours are designed for all ages and skill levels.



46

DYNAMIC BUS ROUTING

A smart bus system is dynamic. Routes change as needs and demands change. Buses serve flexible hours and have special routes for events and traffic according to the pattern and intensity of use. The smart system learns its user's trends to develop and refine routes and alert riders.

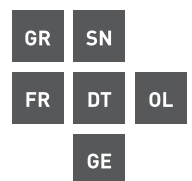
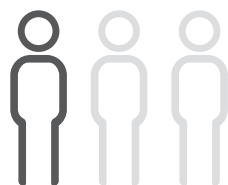


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47

RENTAL BIKE FLEET

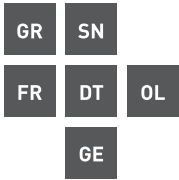
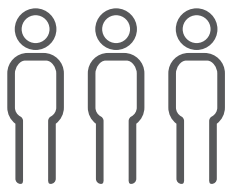
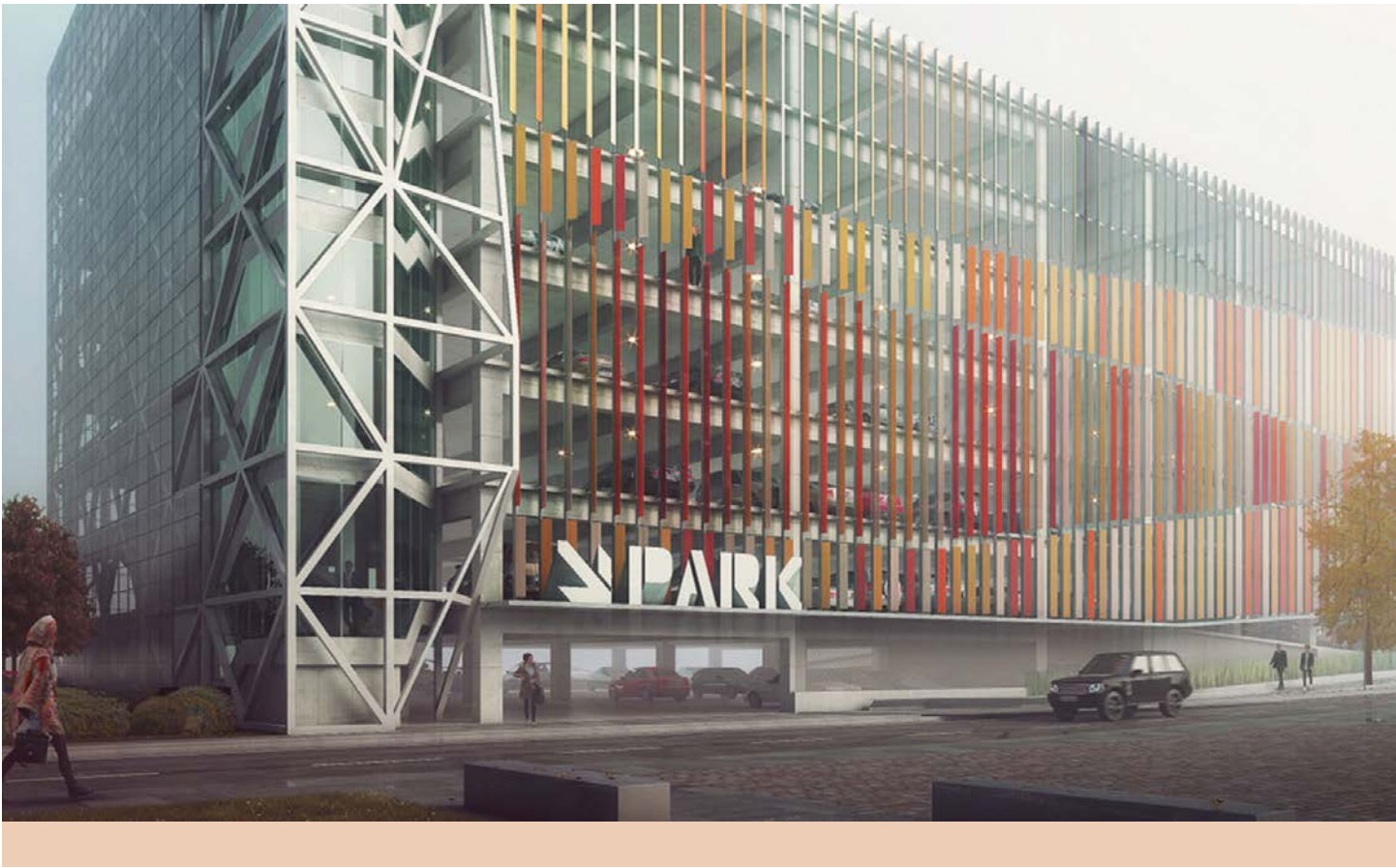
Bike rental fleets need to support everyone. Provide specialty bikes alongside standard ones. Every option from kid carriers to walking bikes should be rentable and reservable.

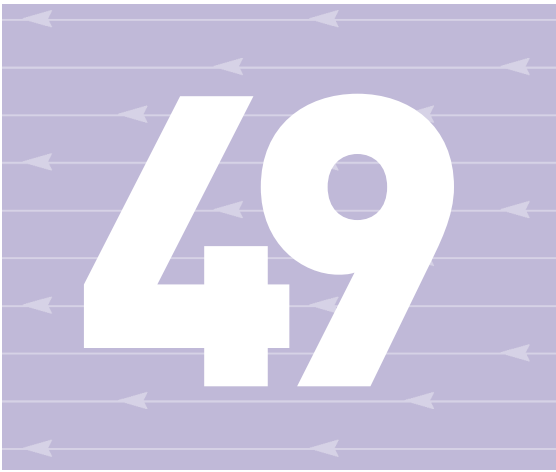


48

GARAGE OUTERBELT

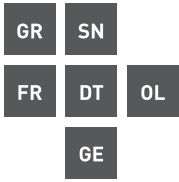
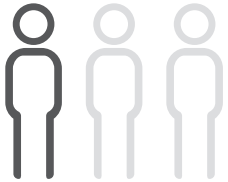
Large volume garages are strategically located just outside of the 270 loop to serve people coming into the city from a wider area. A shuttling service moves people from the external lots to entertainment zones within the healthy city.





FUN-IT

Whatever it is, it needs to be fun. When we forget that, we forget why we are doing this.



50

PARK-A-PARK

Drive a park to the people. The Park-a-Park service is a mobile greenspace that can sit in the community for an extended period of time. It allows community access to temporary green space, mobile libraries, and city information stations.

